



**BOAT MARKETING
PROS**

The Ultimate Guide to Instagram for Boat Dealers



Every business, including boat dealerships, embraces marketing to boost sales and develop a brand. With the development of technology, social media has become one of the most efficient marketing tools for businesses. The photo sharing app Instagram is a great platform where people can get information about special events like boat shows, new boat models, and special promotions.

As a boat dealer on the other side, Instagram allows you to tell visual stories that are designed to express to your audience that buying a boat is **who they are**. As a marine business owner, your Instagram page that should be light, catchy, and most importantly, informative.

Between the regular feed, stories, highlights, and reels, you have tons of opportunities to showcase your brand. In this guide, we'll help you understand how to sell more boats on Instagram, build lasting relationships, and crush the competition.



Why Boaters Love Instagram

When people see a nice boat, they want to dive in and indulge their passion. They want to know more, and they're constantly seeking inspiration.

Your content, messaging, and storytelling on Instagram can help those potential customers – your core audience – immerse themselves in their passion for the boating lifestyle. Instagram is the perfect platform for watercraft content because of its highly visual nature. As a dealership, you can connect in an aesthetically pleasing or interesting way.

While many people believe that Instagram is full of a younger audience, people of all ages are active on the platform daily. It's also important to keep in mind that the younger digital natives will be future customers, so creating content that gives your audience a positive association with your brand can eventually influence them to purchase one of your boats.

Setting Up a Business Account on Instagram

Step 1.

If you do not yet have an Instagram account, go to [instagram.com](https://www.instagram.com) or download the app. Open the app and select **Sign Up**.

Step 2.

You will be prompted to:

- Enter your **Phone Number or Email**
- Enter your **Name** (the name of your boat dealership)
- Enter your **Username** (ideally this will also be the name of your boat dealership)
- Enter your **Password**

Step 3.

Next you will be prompted to enter your **Birthday**. Since this will not be displayed on your public profile, so you can use your own birthday.



Step 4.

Instagram will send a confirmation code to the email used to create your account for verification purposes. **Enter the confirmation code**, and your profile is ready to be set up!

On Instagram, you can convert your boat dealership's profile to a **Business Account** to access features that will help you grow your business. Follow these next steps to switch your profile to a business account:

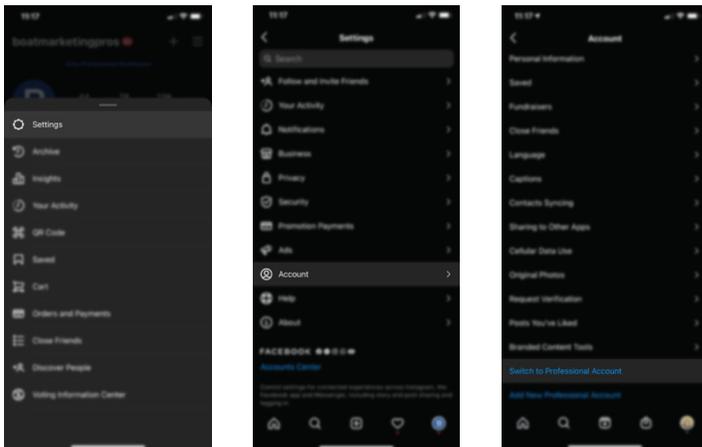
Step 1.

Go to your profile and tap the **menu button** in the upper right corner.



Step 2.

Tap **Settings > Account > Switch to Professional Account**



Step 3.

Add details, like your business category and contact information. For the most optimization, follow the steps to connect your business account to a Facebook Page associated with your business. This step is optional, but it will make it easier to use all of the features available for businesses across the Facebook family of apps. At this time, only one Facebook Page can be connected to your business account.



Step 4.

Tap **Done**.

With a business account, you'll be able to access insights that can help you understand who is engaging with your business on Instagram. You also have access to the Professional Dashboard, where you can track your performance, access and discover professional tools, and explore educational information curates by Instagram.

Step 5.

You also have the option to display or hide your business category and contact information on your profile. After setting up go to your profile and tap Edit Profile. Go to Profile Display under Public Business Information to choose whether you want to hide or display your category label and contact info. We recommend utilizing the display option.

Optimize Your Instagram Profile

Now that your profile is set up on the back end, it's time to finish setting up your public profile.

Enter All of Your Profile Information

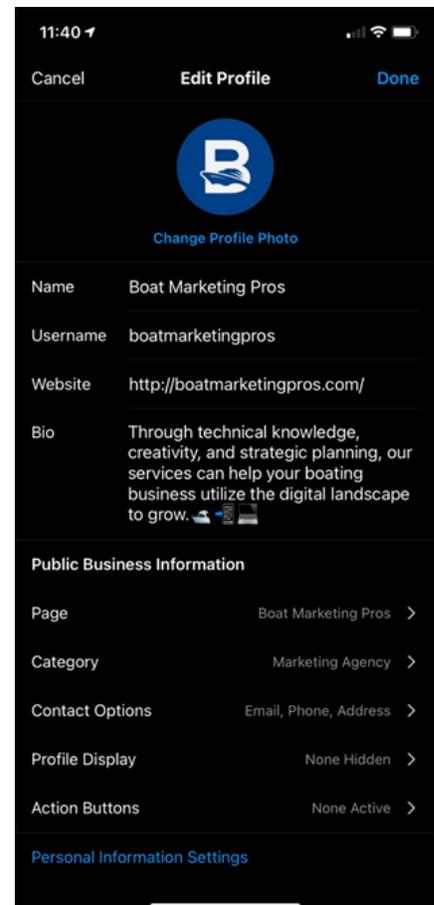
On your profile, select the Edit Profile button. This is where you will be able to upload a profile photo, bio, and add your dealership website to your page.

Upload a Profile

We recommend using your dealership's logo as the profile picture to make it easy for your audience to recognize and identify your brand.

Add Your Website URL

Adding your main website URL will show credibility, increase your website traffic, as well as give your followers an easy way to access your site without ever leaving Instagram.



Create a Bio

Your bio will be the first thing that Instagram users see when they click on your profile, and it can only be up to 150 characters, so be strategic with what you include in your bio. Consider your brand identity and try to be more creative than “Boat dealership in Fort Myers.” Although, including your location somewhere in your bio is a great way to boost Instagram SEO.

What types of boats do you carry? What experience can your boat inventory give to buyers? The catchier and more relevant your bio is, the more likely users are to follow your page and stay in the know about your business.

Creating Content for Instagram

Professional Photos

Use the power of imagery to hook your audience. Consider taking artistic pictures that appeal to your ideal customers. You don't want to post pictures that are blurry, out of focus, or over-edited. While artistic photos are a wonderful tool for marketing, you still want to show an accurate representation of your business.



Share Boats Consistently

It's important to consider when your audience is using Instagram. Not everyone will see every post you share on Instagram. Don't be afraid to share multiple pictures of the same boat on your page. However, instead of reposting the same picture, try to take photos from various angles and capture different highlights and features of your boats for sale.

Post Videos

The video feature on Instagram is important for boat dealers because people are watching videos. Instagram lets you create 60-second videos that can be multiple small clips put together. Take advantage of this feature and do quick boat walkthroughs or feature highlights on a boat.

You can also post an Instagram Story that will be on your page for 24 hours. You can add it to a highlight late on your profile as well if you'd like it to be accessible at all time.

Instagram Highlights



Instagram highlights are a great tool because you can take your best story posts and pin them to the top of your profile. This is an awesome way to keep evergreen information and interesting content front and center on your page. You

can post photos, videos, and graphics to your Instagram Stories and later turn them into a Highlight.

Use Location Tags and Hashtags

Adding a location to your Instagram posts will attract local customers who might not have already known about your business. It is discoverable and lets others in that location see your content.

Hashtags are a great way to expand your reach as well. If you use a hashtag in the caption of your post, other users who follow or search that hashtag are likely to see your post.

Instagram allows you to use up to 30 hashtags in one post, however some hashtags are more popular than others. It's a great idea to use a variety of popular hashtags, less saturated hashtags, and business specific hashtags. Some popular hashtags in the boating industry are:



- #boatlife
- #boatsofinstagram
- #boatlifestyle
- #boatingindustry
- #marineindustry

Explore which hashtags to use that are relevant to your dealership. Come up with a few business-specific hashtags like the name of your dealership and encourage customers to share their photos, use your hashtags, and tag your dealership profile as well.

Show What's Happening Behind the Scenes

People like to know who's behind the scenes at businesses they choose to work with. This is a fun way to increase the demand for your inventory on Instagram. Consider taking photos and/or producing short videos of your boats in action, manufacturing, staff interacting, etc.

Getting Creative on Your Dealership's Instagram page

It is extremely important to research your audience and align your specific dealership with a target community. This makes your dealership more recognizable and memorable, encouraging customers to interact with your business.

Adventure

There is an audience out there of adventurous boaters out there. They may like to see how boats handle extreme situations, how fast they run, and so-on. Customers like this are likely to enjoy content that has a focus on adventure and nature.



Boat Shows

Boat shows are the epicenter for boat lovers. Boat dealers can get in on the action by bringing their own inventory and posting about it on Instagram. This is a great way to connect in the moment with people who are at the car show, too. When they stop by for a chat, encourage them to follow you on Instagram, and they'll see your posts after the show or your stories afterwards.



Performance and Features

Many potential boat buyers watch videos to assess boat performance and to get an idea of how their boat will run. Boat dealerships can use videos of their specific boats or the boat models they sell to satisfy these questions while also satisfying the customer's love for powerful boats. Share photos of special features and amenities of your boats as well.



Crowdsourcing

Buyers look for advice from other boat owners and experts in their area. While dealerships can talk about performance and features all day, customers want social proof from real boaters too. Share posts with quotes or testimonials from your real customers and tag them in the post with their permission!

Boat dealers can also focus on sharing the stories of real people. Show your audience the feeling of what it's like to own a specific boat.

Boat Purchase

Buying a boat is an exciting, but major expense. New boat owners are likely to show off their purchase on social media platforms like Instagram and share their day-to-day experience living with their new boat. Since so many users take photos of the boat they just purchased, leverage this by asking customers while they're still at your business if they would like to pose for a photo that will be featured on your Instagram page, and tag them.

Visual Stimulation

Boat lovers simple love looking at beautiful pictures of boats. These pictures don't all have to be beautifully polished and perfectly edited. Real photos from customers can do the job as well.

Luxury

Luxury boat dealerships use Instagram in order to let people access what they've always seen as inaccessible. Luxury boats can be both aspirational and, ultimately, attainable. For example, you could create a story to show how enjoyable it is to drive a Grady White through the Florida Keys.



Community

If you interact with other businesses or groups in your local community or the boating industry in general, show parts of your relationships with your followers. Give them an even deeper understanding of your business and what you do.

Key Takeaways

- Set up your Instagram Business Profile and optimize your bio and profile image.
- Produce quality content.
- Take advantage of hashtags to attract and engage with your ideal audience.
- Share stories
- Get creative.



Let's talk

Expand your audience, build your social influence, promote your brand, and tell a story. You understand what goes into a successful boat dealership Instagram, but you might still need that extra help of a creative marketing.

Our job is to help you create a winning profile, showcase what you do as a boat dealer in a creative way, expand your reach, and build your business. Schedule a free digital consultation with Boat Marketing Pros at <https://boatmarketingpros.com/schedule-call/>.



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